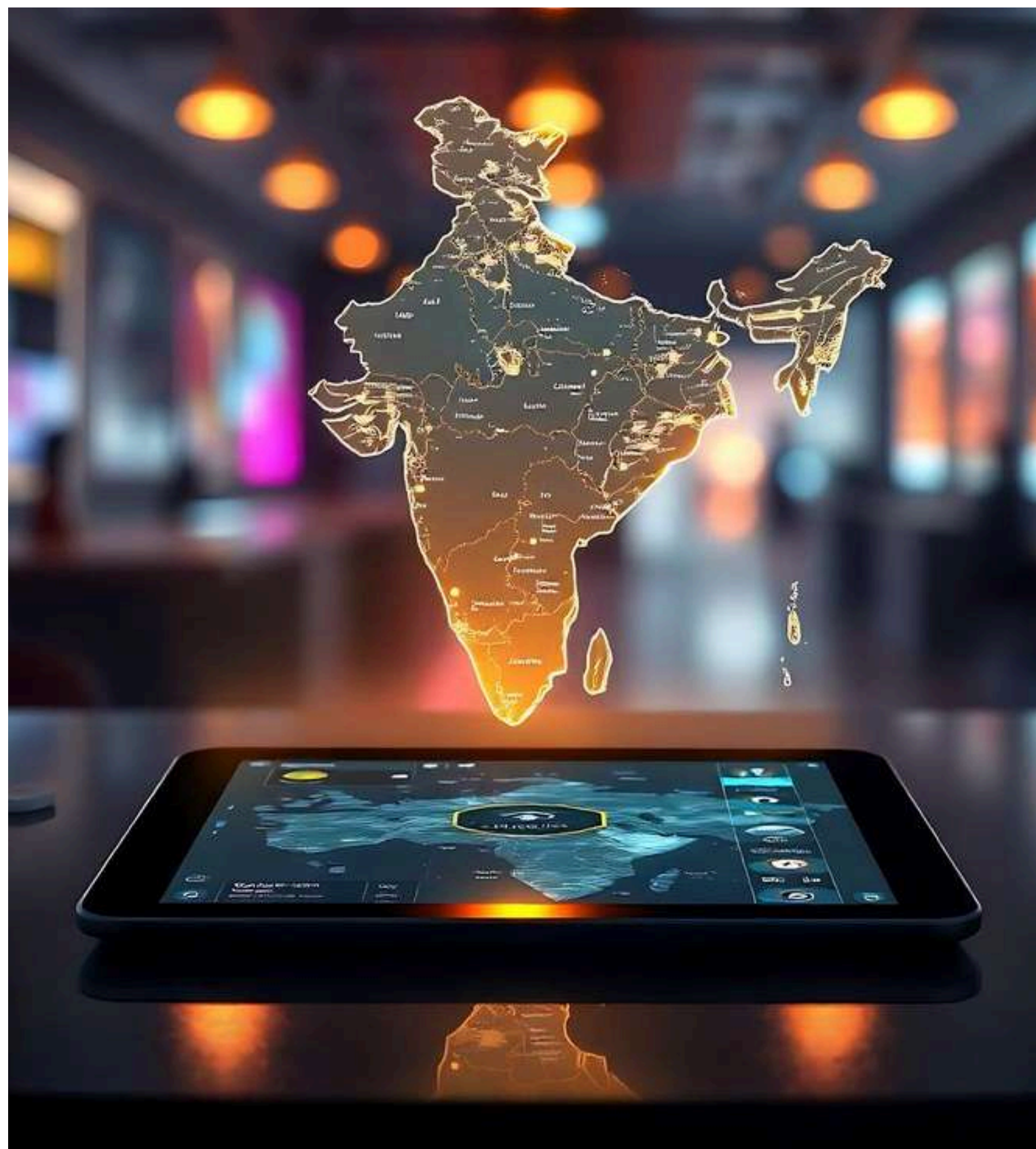# PHONEPE
TRANSACTION INSIGHTS

BUSINESS & TECHNICAL ANALYSIS PROJECT

BATCH CODE : DS-S-WD-T-B71
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INTRODUCTION AND PURPOSES

The rising use of PhonePe, it is crucial to analyze transaction dynamics, user engagement, and insurance-related data for service improvement. This project visualizes payment categories, maps state & district values, and identifies top-performing regions.
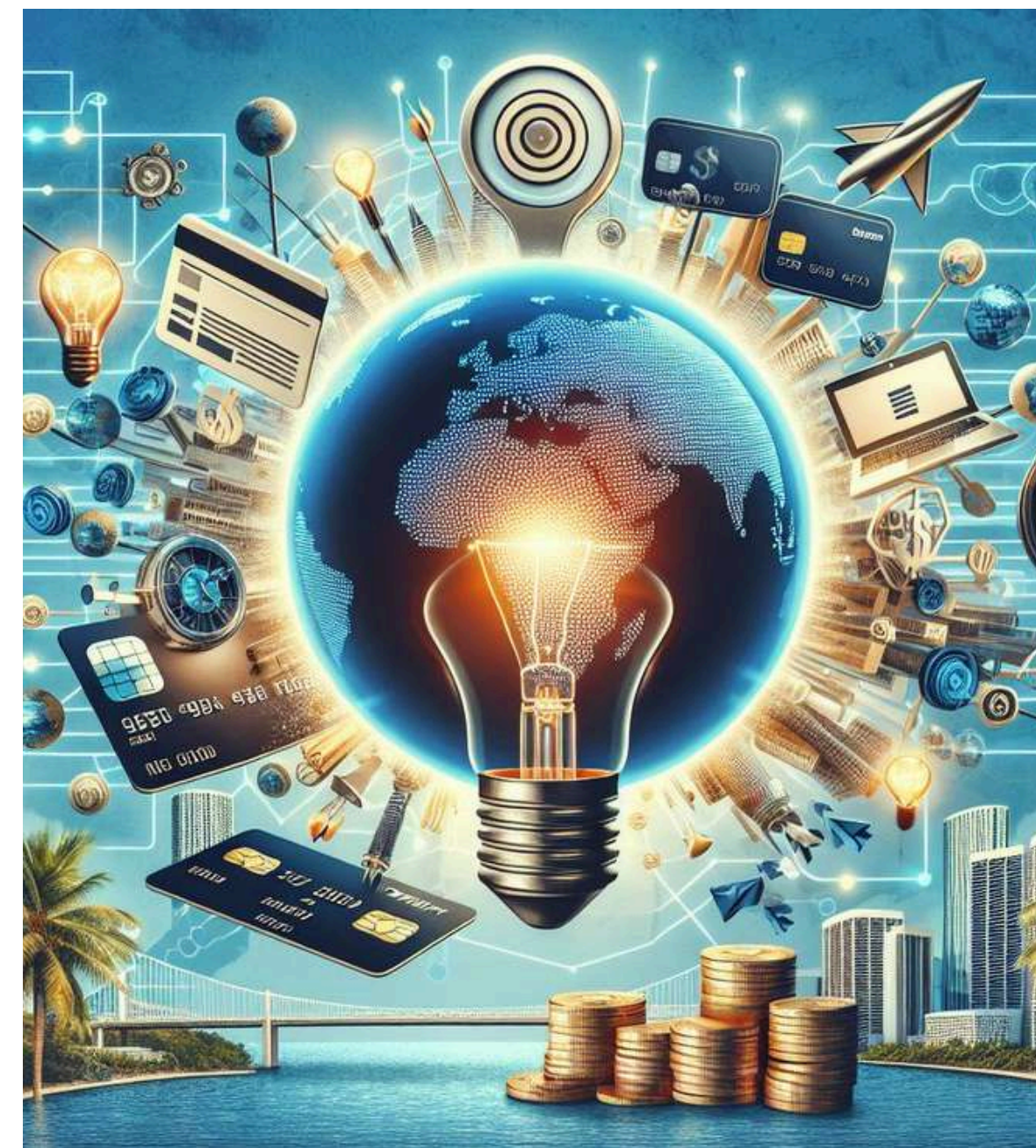
OBJECTIVES

State & District Transactions
Analyze transaction volume and value trends across various Indian states and districts.

User Metrics & App Usage
Examine user registrations and app usage statistics to understand engagement patterns.

Insurance Growth Mapping
Assess the expansion of digital insurance adoption within the PhonePe ecosystem.

Regional Leaders Visualization
Visualize top-performing regions using dashboards and comparative analytics.
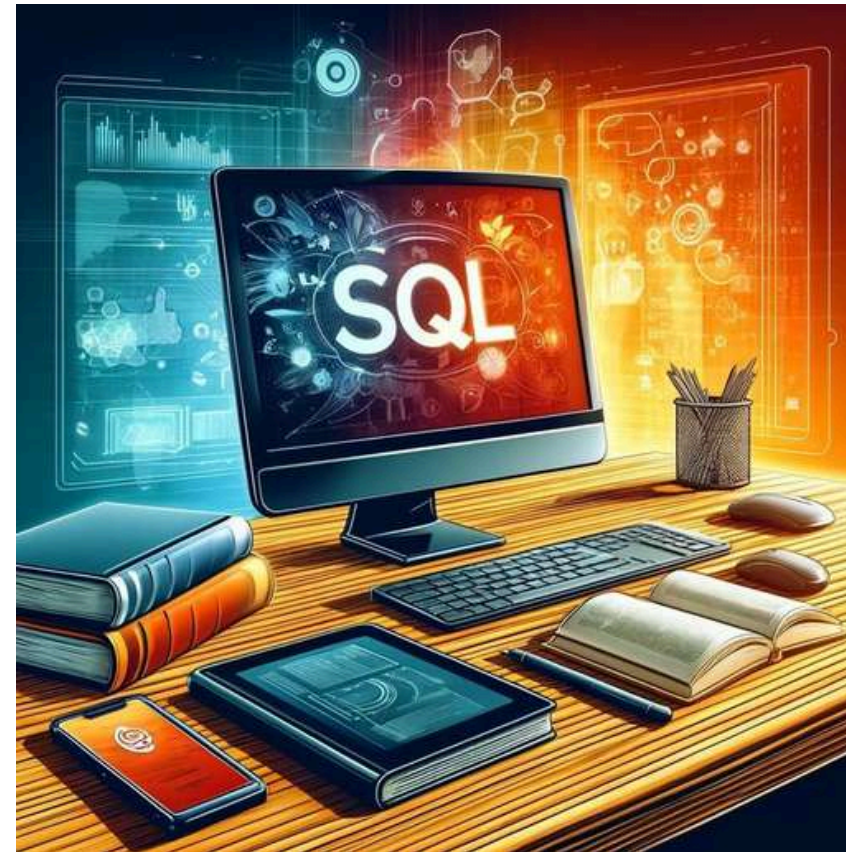
TOOLS & TECHNOLOGIES

PYTHON

Core scripting for data extraction, transformation, and analysis.

MY SQL

Used for storing structured transaction data and executing queries.

STREAMLIT

Interactive web framework for building real-time dashboards.

DATA SOURCE & PREPROCESSING

✓ Data source

PhonePe Pulse JSON files serve as the raw data source, reflecting real-time transaction activity.

✓ Transformation Workflow

Python scripts extract, clean, and reformat data for structured storage.
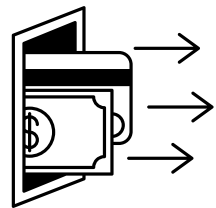

✓ MySQL Integration

Processed data is inserted into MySQL tables for efficient querying.

✓ Dashboard Deployment:

Final dashboards are built using Streamlit for real-time visualization.

TRANSACTION OVERVIEW

Transaction Types Overview

Highlights merchant payments, peer transfers, and recharge patterns.

State-Wise Growth

Top 10 states ranked by total transaction value and quarterly growth.

Merchant Payments Focus

A dominant category driving transaction surge across regions.

05

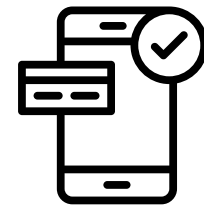# DEVICE DOMINANCE

Seamlessly Integrated

User Registrations by Brand

Xiaomi, Samsung,
and Vivo lead in user base size based on device
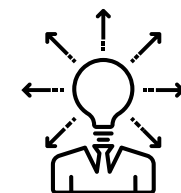data.

App Open Frequency

Tracking how often users
open the PhonePe app across devices.

Brand-Based Engagement

Insights on brand
preferences and corresponding engagement levels.

INSURANCE GROWTH ANALYSIS
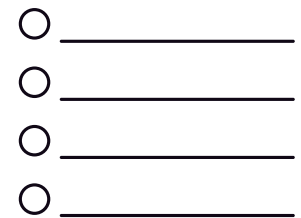
CORRELATES WITH DIGITAL

Volume Growth Over Time

Line chart shows consistent rise in insurance-related transactions via PhonePe.
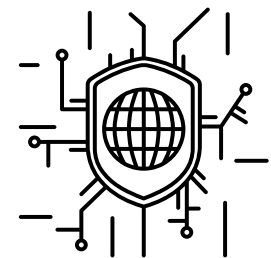
Category Distribution

Bar and pie visuals represent types of insurance products and user adoption.

Adoption Drivers

InData reveals regions with high insurance uptake and correlates with digital literacy.

MARKET EXPANSION

STRONG FINTECH INTEGRATION

India-Wide Reach

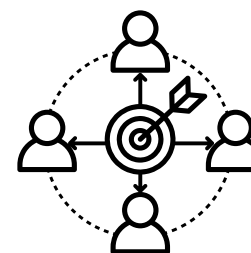Transaction value mapped geographically highlights wide adoption across regions.

Top Performing States

Telangana and Maharashtra lead in transaction value, reflecting strong fintech integration.
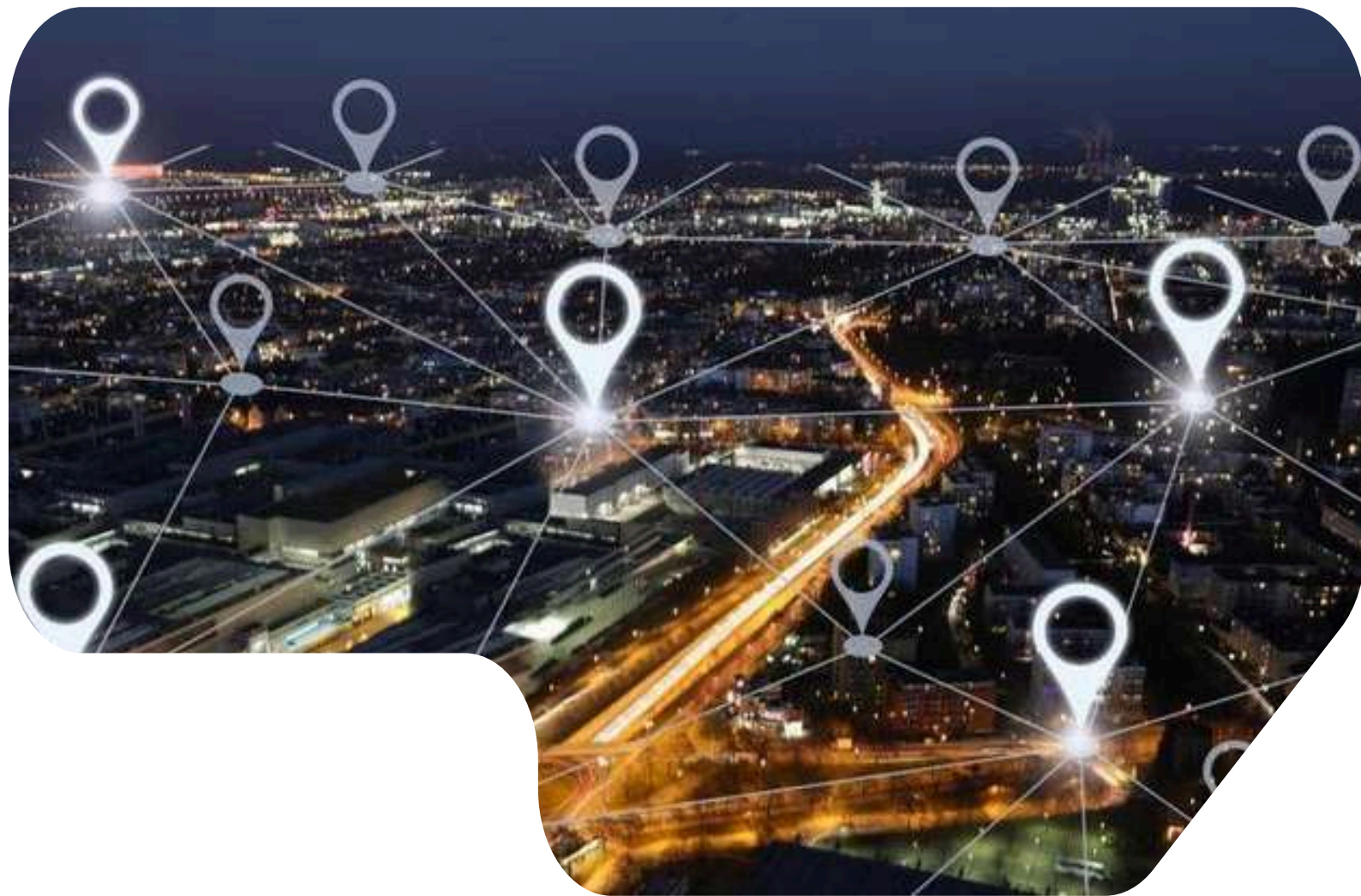
Regional Opportunity Zones:

Underserved areas identified for future expansion based on low penetration rates.

USER ENGAGEMENT

BRAND-SPECIFIC

Registration Growth:

Line chart shows continuous
increase in user registrations across India.

App Open Rates:

Bar graphs highlight frequent
usage and brand-specific engagement.

District Share Analysis:

Pie chart reflects leading
districts like Bengaluru Urban and Pune.

CONCLUSION

Dashboard Effectiveness

Real-time querying and visualization made possible using Streamlit and MySQL.

➔

Insight-Driven Design

Data interpretation guided the UI and feature logic of the dashboard.

➔

Scalability & Usability

The system is adaptable for expansion to include additional metrics or user groups.

THANK YOU